PLAY METER

UPDATE EDITION

Volume 7, Number 4 March 1, 1981

Bally wins N.J. license bout

Bally Manufacturing Corp. and Bally's Park Place, Inc. have been granted their contested licenses to sell gaming equipment in Atlantic City, New Jersey and to operate their hotel/casino on the Boardwalk.

The state's gaming enforcement division in the fall of 1980 had recommended denial of a permanent license for Bally, which has a $300,000 investment in its 83 percent owned facility, Park Place. Bally officials had stated, however, they were confident that allegations shadowing the permit would not be sustained.

Robert E. Mullane, chairman and president of Bally Manufacturing, announced on December 29—the day its temporary casino permit expired—that the five-member New Jersey Casino Control Commission had unanimously voted to grant licenses to Bally and Park Place.

The New Jersey gaming licenses were granted after William T. O'Donnell, former chairman of Bally's Park Place and chairman and president of Bally Manufacturing Corp., agreed to submit an escrow agreement covering prospective dividends and interest and, by February 2, a reasonable plan for divestiture of his stock in both companies, to take effect after disposition of all appeals by O'Donnell.

As part of the agreement, Bally would not employ O'Donnell until any further order of the Commission. He had, in December of 1979, agreed to step down from his positions with the two companies and to place his stock in them in separate voting trusts until his applications for qualification were finally adjudicated. Under the licensing grant of December 1980, these voting trusts will also continue in effect.

Mullane stated Bally's confidence that "the good character and integrity of Bill O'Donnell will be vindicated in further proceedings."

In a statement of his own, O'Donnell said: "I am disappointed by the Commission's decision. When we made the decision to enter Atlantic City, I was fully aware that I would be subjected to an exhaustive investigation into my background. It was primarily my belief in Atlantic City and my personal efforts that lead Bally Manufacturing and Bally's Park Place to invest in excess of $300 million in Atlantic City."

Mullane said, "On behalf of Bally, its 65,000 shareholders and 10,000 employees, we are extremely pleased that the commission has found Bally suitable for being granted a plenary license to operate its Park Place Hotel and Casino in Atlantic City, as well as to continue to sell slot machines and other coin-operated games to other hotel/casinos which might open in Atlantic City."

The grant of the licenses came under "what has been termed the toughest gaming legislation in the world," said Mullane. "I plan to fully coordinate the operation of our hotel and casino complex with the

Continued on page 2

Coin-op 'raiders' in Oakland

The city council in Oakland, California, passed an ordinance in December placing a three-month moratorium on granting permits for *new* locations offering "coin-operated mechanical amusement or skill devices and operations (such as pinball machines, pool tables, and electronic video games) in the city of Oakland."

The ordinance grew out of a confused proposal that would have required licenses for existing coin-op businesses although it provided for no licensing procedures. The proposal also would have prohibited minors from playing pinball, video games, or pool in the city—and came after some parents complained to the council that their children were cutting school to play the games or were being exposed to illegal activities in some arcades.

Attorney Marvin Ellenberg, representing Oakland Cigarette Company pointed out to the council that since the series of ordinances in the proposal were passed as "urgency measures," there was no notification to the industry and no opportunity to respond.

He argued with the council that the industry should have input into the ordinance "before they put everybody out of business."

The 90-day moratorium period will be used to study the entire situation and for the council to receive industry feedback.

—by Mary Clair Blakeman

[*Editor's Note: PLAY METER is interested in hearing the views of operators affected by the Oakland ordinance and similar legislation across the nation. Information on present and past ordinances in the Bay area and elsewher may be particularly helpful to other coin machine operators—vendors included.*]

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Bally N.J. licenses

continued from page 1

management of Bally's Park Place," he added.

He concluded that the Casino Control Commission's finding "has proved (Bally's) good character, honesty, and integrity." This had come about, he noted, "after more than three years of investigation by the Division of Gaming Enforcement, for which the company was charged approximately $3 million."

Said Mullane, "I believe that these hard-won licenses should show convincingly that Bally, which has also been investigated and found suitable by numerous other governmental agencies, is well suited to the position it has attained as a major U.S. corporation in the vibrant and growing leisure time field. The management and the employees of Bally manufacturing and Bally's Park Place feel great sorrow about the stepping down of William T. O'Donnell, tempered by a feeling of accomplishment and pride in full vindication of the companies which Mr. Mullane formed and personally guided from their inceptions."

He noted Bally Manufacturing's continued growth during the years of this investigation and that its revenues and earnings achieved new record high levels during 1980.

Coin Controls warns copiers

Coin Controls, British manufacturer of coin handling equipment, has entered the "copycat fracas." The firm has issued a warning that it "will take advantage of our patents protection wherever we find examples of copies," said a Coin Controls director, Colin White. He said the copying had been particularly prevalent with Coin Controls' *S10* Front Plate and Door Assembly.

"Our design team's efforts have been so successful that near-exact reproductions of our equipment have been found in countries as far apart as Japan and Spain, the U.S.A., and Italy. Yet the copies don't compare in quality, a point that should be obvious to the discerning," said White.

The copiers go for instant price appeal with the attraction of interchangeability of form and junction while cutting corners as far as engineering principles are concerned," according to Coin Controls' director White.

PLAY METER CALENDAR

February 17-19
Northern Show trade event, Blackpool, England

March 12-14
Amusement Operators Expo, Hyatt Regency Hotel, New Orleans

April 3-5
NAMA Western Convention, Phoenix Civic Center, Phoenix, Arizona

April 12-13
Milan Fair: park and amusement rides, and coin-operated games show, Milan, Italy

May 8-9
Ohio Music & Amusement Association, annual convention and trade show, Columbus Hilton Inn, Columbus

May 8-10
Music and Amusement Association/ New York annual convention, Kutsher's Country Club, Monticello

September 12-13
South Carolina Coin Operators Association, annual convention, Carolina Inn, Columbia

October 6-8
JAA Convention, International Trade Center-Harumi Bldg., Tokyo

Taito expanding

Taito America has recently bought 140,000 square feet for expansion of its video games production in Elk Grove Village, Illinois, according to its President Jack Mittel. He told PLAY METER he was personally redesigning the video products for western standards—that is, for larger and taller players.

[*Ed. Note: PLAY METER reports on developments in the cocktail tables market, expanding locations, a technical look, and other aspects of the sit-down models in the upcoming March issue.*]

Tech Tips

By Zac Oliver

General Illumination Voltage Reduction on Williams Flipper Games:

Application

The nominal 6.3 VAC used for general illumination in flipper games can typically be as much as 7 VAC with high-line conditions. This higher voltage decreases the lifetime of the general illumination bulbs. To correct this problem for areas that have high line conditions, a modification has been developed to lower the typical AC voltage by about 1 VAC.

Material required: bridge rectifier (35A, 100V), 8x1" screw

Procedure: (refer to figure 1)

1. Mount the bridge rectifier to the right of the lamp and solenoid rectifiers—

a. Use a center punch to mark mounting hole location;

b. Drill pilot hole to a depth of approximately 3/8" using a 1/16" drill bit;

c. Secure the bridge to the back-box using #8x1" sheet metal screw.

2. Unsolder the yellow wire from the bottom of the 20A fuse clip and solder to the bridge positive (+) and negative (-) terminals.

3. Solder the yellow wire attached to the bridge AC terminal to the bottom of the 20A fuse clip.

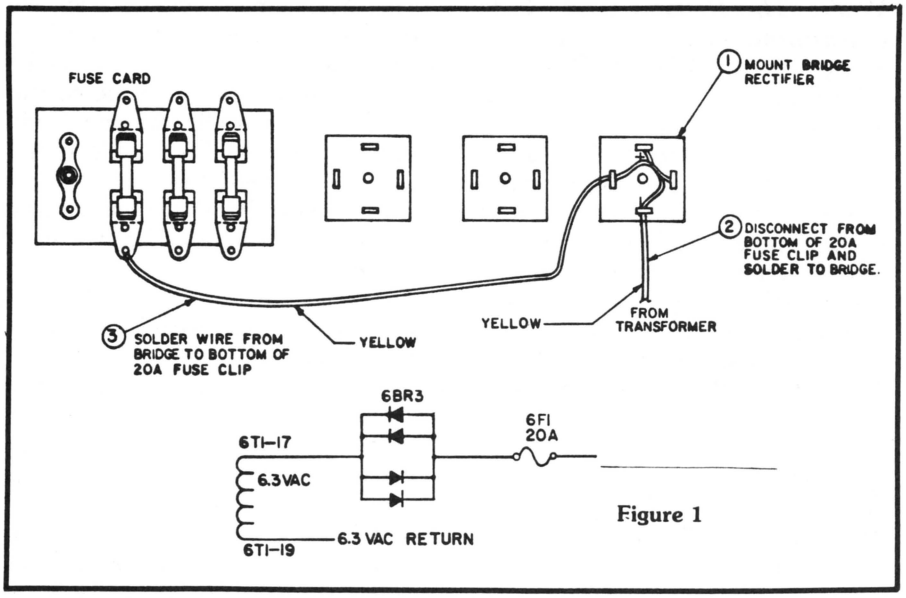


Figure 1

Cinematronics Vector Monitors

Burned 47 ohm Resistors in Current Amplifiers

A common failure of the current amplifier, especially on older monitors, is blowing of circuit breakers CB1 and CB2 accompanied bu burning of 47 ohm resistors around the power transistor molex.

The power drivers should not be unplugged during game operation, or the same resistors will be over-driven and eventually burn. Check for cracked solder around the molex pins. With an ohmmeter or transistor tester, verify that the power transistor are operational: this is best accomplished by disconnecting the molex plug and checking right at the pins. The row of pins with the lone male pin always indicates the 2N5878 driver. The row of all-female pins indicates the 2N5876 power drive.

Check on boards drivers Q108, Q109, Q208, and Q209 with ohmmeter or in-circuit transistor tester. Upgrade 47 ohm resistors from ¼-watt to ½-watt if not so equipped. •

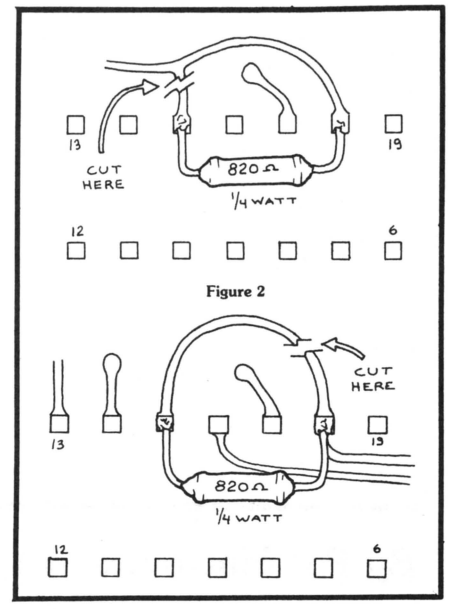


Figure 2

Service Bulletin:

Cinematronics Vector Monitor DAC-80 Modification

In order to insure prolonged reliability of IC1 (LF13331) on Cinematronics' monitors, a current-limiting resistor is being added to the outputs of the horizontal and vrtical DACs. This is a recommended retrofit for all existing systems.

Add one each 820 ohm, ¼ watt resistor to underside of the board between pins 15 and 18, as per figure 2. Be sure to sever trace at the indicated position.

This modification does not apply to units equipped with analog switch substitution board.

Special Wells Gardiner Monitor Adjustment to Prevent Distortion on Space Encounters

1. Measure collector voltage at transistor Q203 and adjust to 64VDC using the video bias pot R206 (with contrast control at minimum setting).

2. Adjust brightness control to a minimum setting (*counterclockwise*).

3. Adjust contrast control to 20 degrees of maximum (clockwise).

Contrast Adjustment on Rip Off

There may be too great an intensity difference between the fuel cells and the ships if a *Rip Off* game is positioned in a low ambient light environment. This contrast problem can be solved by the insertion of a variable resistor in the intensity network located in the monitor PCB board.

Replace R10 (5.6 K) with a 5 K ohm potentiometer. This will allow the fuel cells to be adjusted to an acceptable level. •

music programming

By Pat Matthews/WAJY FM New Orleans

Winners for winter's night

Before the flood

Once again we find ourselves in the "slow" months of the music calendar. There's really no explaining it — it just happens. Every year about this time, the product begins to trickle in. But, just wait! The dam walls will tumble and the records will soon begin to gush in. We'll just have to cross that bridge when we get to it. Sorry.

Together— Tierra —Boardwalk/WS85702

I guess this is what can best be called the new California Sound. Believe it or not, this is the second release from this relatively new group with a very soulful sound. The harmonies can be likened to the old Chi-Lites for their breezy quality. The instrumentation is naturally heavy on the horns and the arrangement on this one proves excellent. There's even a spoken word segment a la Chi-Lites over an excellent sax solo. This band is very "together" and going places: *10 out of 10* on highest chart.

You're The Reason God Made Oklahoma—David Frizzell & Shelly West —Warner Brothers/WBS49650

There are country tunes and there are *Country* tunes. This is one of the latter. From the opening strains of acoustic and steel backing the whiskey sound of Lefty Frizzell, through the somewhat gutsy feel of Ms. West's vocals—there's an undeniable quality to this record. It's from the latest Clint Eastwood flick, "Amy Which Way You Can" and it will probably end up as the most recognizable tune from the film, as "Lookin' For Love" was from "Urban Cowboy." Probably won't cross over, but I'll give a cinch *9 out of 10* on the Country lists.

Love On The Airwaves —Night—Planet/P-47921A

It's been a long time between releases for this group, and the time off apparently hasn't hurt. In fact, it may have helped. Chris Thompson's vocals are in fine form and the band has progressed beyonf the "play it by the book" sound of the debut album. The arrangement sounds a lot like the Babys' and there's nothing wrong with that. Also, this could be only the second record in memory to allude to the radio and be a hit. (Charlie Dore's "Pilot Of The Airwaves" from 1980 was the first.) It's a natural rock'n'roller with some nice harmonic twists; rates *7 out of 10 or better.*

I Ain't Gonna Stand For It — Stevie Wonder —Tamla/54320

This sure-fire hit from the *Hotter Than July* lp is even more unlike Stevie Wonder than was "Master Blaster." Cold vocal opens this acoustic based love-rocker—a vocal that is almost unrecognizable. Not until the chorus can you tell it's Stevie, unless of course you read the label like I did. This song even has the country style guitaretwanging on it. The best way to describe this latest single release from one of the geniuses of our time is "rock-soul-country-pop-funk." There, that should cover all the bases. Rate it *10 out of 10* with definite crossover potential.

The records are rated as follows: 10 out of 10 = Top 10 peak; 9 out of 10 = Top 20 peak; 8 out of 10 = Top 30 peak; 7 out of 10 = Top 40 peak; 5 or 6 out of 10 = Somewhere in Top 100; 4 or less = Forget it, loser, break in half.

Who's Making Love —Blues Brothers —Atlantic/3785

From the brand-new Brothers' album *Made In America* is this re-made, updated version of the mid-Sixties soul smash. It's always been one of my favorites, and this live recording from the Belushi, Ackroyd and company U.S. tour will certainly be a show-stopper wherever it's played. Of course, it's danceable and you can't help but love the lyrics. I'm glad someone's giving the old "soul men" some recognition: *10 out of 10.*

Without You —Melissa Manchester —Arista/AS0579

And while we're on the re-makes, here's a standard that could be a hit for anyone who releases it, at any time. Harry Nillson gave this Thomas Evans and the late Peter Ham (of Badfinger) composition the male rendition, and now just about a decade later, the female interpretation comes courtesy of Ms. Manchester. The lyrics were meants to be sung in a powerful way, and that's just what she's done. And this in turn "fires up" the orchestration. The best of both worlds meet on this all-time classic; *8 out of 10* or better.

Seven Bridges Road —Eagles—Asylum/47100

On the lp version they state at the beginning that they were taught the song by a Stephen Young from San Diego. The acapella start makes you think back to old Poco or old Eagles, for that matter. The song moves into an up-tempo acoustic sound that highlights the crisp harmonies of the group. It tells a story and that's where the country influence comes in. Then it ends as it started—acapella. Out of the ordinary music from a "live" lp which features recordings from as long ago as 1976 and as recent as July, 1980. A good set and a very easy-to-listen-to single: *9 out of 10* on highest chart.

You —Earth Wind And Fire—Columbia/11-11407

What can one say about Maurice White which hasn't already been said already? He's one of the greats. He knows how to put words and music together to make songs. Not since "After The Love Has Gone" hs EW&F been so mellow. This love song makes the wait worth it. It's fabulously beautiful; *10 out of 10* on highest chart. •

Centuri pacts to fly *Phoenix*

HIALEAH, Fla.—Centuri, Inc. has entered into a licensing agreement with Amstar Electronics Corp. to manufacture *Phoenix,* a space war video game.

The joint announcement was made by Centuri President Edward Miller and Amstar Executive Vice President Hank Vandendop. Under the terms of the agreement, Centuri has the exclusive rights to *Phoenix* in both upright and "maxi" models for the United States, Canada, and Central and South America. Cocktail table distribution rights have been assigned to the Bally Group by Amstar.

"Phoenix, recently introduced in the Japanese and European markets, is proving to be an extremely popular game with excellent income reports in both the upright and cocktail versions," according to Miller. "We anticipate a similar response from both the North and South American markets."

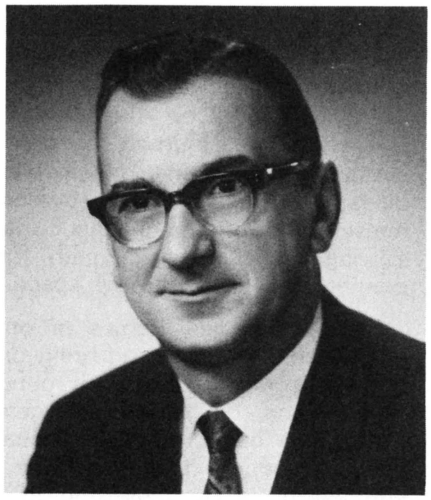
Phoenix is a highly progressive space war game in which the player controls his missile on a mission through the universe, said the manufacturers. The player embarks on his mission with orchestrated music setting the tone of the game. The planets and galaxies constantly roll before the player as realistic space graphics maintain a continual vertical motion on the screen. During the space journey, the player is attacked by enemy Phoenix war birds. The player must defend himself by hitting the Phoenix birds, scoring and clearing a path for continuous journey through space.

Five action-filled frames of onslaught and maneuvering bring on enemy war birds during each round of play, and the game's pace gets faster with each round. The final frame introduces the giant enemy spaceship carrier, holding and protecting the enemy alien that is out to destroy the player missile. He is escorted by a convoy of enemy war birds, and the final challenge per round is to break through the huge spaceship and eliminate the alien creature.

A barrier shield button and brilliant Phoenix bird sounds and graphics are just a few of the features of *Phoenix* which enhance player appeal.

"We are pleased to be working with Amstar in the licensing of *Phoenix* for North and South America," Miller said. Centuri distributors were to receive their samples of *Phoenix* uprights in January, with volume deliveries of both the upright and maxi models set for later in the month.•

Ed Miller, president of Centuri, Inc. (left) and Amstar Executive Vice President Hank Vandendop in Hialeah signal their agreement over marketing rights to Amstar's Phoenix *space war video.*



Pyrek saw silk screen technical development

Walter L. Pyrek, vice president and general manager of Advertising Posters, Inc., Chicago, retired on December 31, 1980, after 45 years' service with the company, a specialty silk screen design and printing firm. Pyrek joined the company in February of 1935 as a helper, sanding boards.

He attained steady advancement as he ran coating machines, worked as a printer, hand sprayer, and paint man in charge of color matching. His first management-level position in the company was foreman in the sample department.

In 1944, after having worked in every production capacity in the firm, Pyrek was made general manager and also given responsibility for sales. He was appointed vice president in 1961.

During his years with Ad Posters, Pyrek has seen the silk screen printing process develop from hand work to automation. Among the more exciting developments during his career were the introduction of ultraviolet ink in 1975 and the running of the first four-color silk screen process on glass in 1977. At first, the four-color work was done in ethyl cellulose colors; now it is done in ultraviolet, which offers truer, brighter color reproduction. Early artwork was reproduced from hand-cut stencils, Pyrek remembered; now most is done photographically.

The native Chicagoan has been married for 45 years, has one son, and presently resides in Elmwood Park. Proud of his Polish heritage, he says he's glad his father "didn't miss the boat!"

His retirement plans included travel with his wife and pursuit of his hobbies of bowling, gardening, and golf.

Applause greets 1st

The final round of the first Pacific Northwest Regional Pinball Championships recently climaxed six weeks of intensive pin competition. The stage was the Red Lion Motor Inn, Spokane, Washington where on November 30, more than 200 contestants, spectators, operators, and distributors gathered in the plush setting of the Ponderosa Ballroom.

The all-day event was the culmination of six weeks during which fifty locations over eastern Washington, western Idaho, and parts of Montana and Oregon hosted more than 250 players who paid a nominal $2 entry fee to try at being a "shooting star."

At the location level, first and second place contestants, besides winning trophies and official championships T-shirts, became eligible to compete in the finals at the Red Lion Inn. At the finals, all contestants started on equal ground and played-off in eight hours of silver ball action o determine who would take the honors and the cash. First prize was $1,000. Second and third place winners took $500 and $100 respectively. In addition, many prizes and trophies, donated by operators and distributors, were awarded in special events and consolation contests.

The entire event was the brain child of the sponsors, members of the Coin Machine Industries of Washington in the Spokane-Couer d'Alene area, who termed the contest "a total success from several standpoints."

Tournament director and promoter Steve Livingston of Bumpers Amusements/Spokane had this to say: "The overall success of this year's championships stemmed from an unprecedented level of co-operation between distributors, operators, and their individual locations. Music-Vend Distributing Co. and Northwest Sales were both instrumental and essential in making the contest run smoothly," providing many of the machines and special attractions to appeal to contestants and the public, he said.

He reported that Jerry Estes, representing Northwest Sales, withheld sales in the Spokane area of Bally's *Xenon* for more than a month so that all finalists would be competing on a machine that no one had the advantage of practicing on prior to the tournament itself. "This was extremely beneficial in insuring that the results would be equitable.

Circle International, Los Angeles, recently held its new product showing for coin people. Mixing, mingling, refreshing oneself—and playing the new equipment....

Pacific NW pinball playoff: 'success'

All contestants were impressed not only with the fairness of this approach but also with the many unique features of the pingame that made it one of the major attractions of the tournament," said Livingston.

Surprises

Operators and contestants were in for more surprises throughout the tournament. Through the efforts of Lamar Forque of Music-Vend, the pinball championships also became the showcase for Williams' latest flipper, *Black Knight*. Forque made special arrangements to have one of the games, not at that time available on the West Coast, flown in from the Chicago factory. It stirred long lines and constant play, said Livingston.

The universal appeal of pinball was reflected in Spokane's major television station, KHQ-6, covering the action live and following up with lengthy spots on the November 30 news programs. Also, KREM-TV interviewed the grand prize winner, Harold Stoltz, for a feature spot on a local telecast.

Stoltz and the second-place finalist George Pimms (who happened to be friends) had qualified at Bumpers arcade. Going into the final round at Red Lion, Pimms, 17, was the top-seeded player while Stoltz, 19, ranked ninth. But with his performance on *Xenon*, Stoltz took an unsurmountable lead in the contest. Pimms calmly played to within 70,000 points of the leader before losing his final ball. The three-game total was Stoltz, 1,832,000 and Pimms, 1,762,000.

Operator rewards

Co-sponsors Don Foedisch of General Amusements and Keith Hollenbeck of Keith's Music, two of the larger operators in the Spokane area, both said the were pleased with the financial rewards of the tournament. Foedisch commented, "Even though the number of contestants entered at the local level was not as great as anticipated, competition ran at a high level and generated great interest in pinball play itself, which was our initial purpose. This resulted in a definite increase in profits at the location level."

John Magruder (All-American Amusements/Couer d'Alene) and Richard Posten (Arrow Amusements /Spokane), who operate extensive routes in the outlying areas of Spokane and Couer d'Alene, not only realized greater profits but also saw additional benefits. According to Posten, "it was great. Besides giving pinball revenues a much-needed boost, it gave many marginal accounts a good reason to stick with an operator who's a member of the association." Magruder was likewise impressed impressed with the internal economics of the tournament, saying: "Because the total cost of the tournament (approximately $5,000) was shared among all area association operators, the burden was much easier to overcome."

"I think it's a credit to those sponsoring operators and distributors that the entire budget was successfully completed on a break-even basis," Magruder added. "Without the friendship and cooperation which we've shared and enjoyed, a tournament of this size and scope would have been nearly impossible."

The consensus from the 1980 Pacific Northwestr championships was that pinball play can still be fun, exiting, and profitable.

The Spokane area association invited inquiries and correspondence from interested operators, who can address: Steve Livingston, Bumpers Amusements, E. 2902 Diamond, Spokane, Washington 99207. •

The new crop drews looks and comments from the operators on hand. Williams' Black Knight *and Gremlin/Sega's* Space Tactics *were among the games on view.*

Game-A-Tron buys game cabinets maker Franar Industries

NEW BRITAIN, CT. — Game-A-Tron Corp. has acquired Franar Industries, a privately-held commercial cabinet manufacturer, for an undisclosed amount of cash and stock.

Franar, a Hartford, Connecticut firm, was a primary supplier of cabinets for Game-A-Tron's amusement games. Its current facilities cover approximately 10,000 square feet with room for expansion.

Lawrence J. Dunn, Game-A-Tron's president, said: "This action is in keeping with Game-A-Tron's program of vertical integration through internal development and acquisition."

The manufacturer designs, produces, and distributes coin-operated electronic video games and, pending appropriate licensing, projects the manufacture and sale of electronic video slot machines.•

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